

# Trust Your Baking To The Sure Oven



## Of A Modern Glenwood

### The Range that "Makes Cooking Easy"

Reynolds & Son, Barre

## The Genius of Advertising

By THERESA C. HOLT

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Miss Adella Mitvale's father having failed, died and left his family penniless, she decided to be a milliner. She served an apprenticeship; then, getting some money after the settlement of her father's debts, she set up a shop of her own. Having no trade, she was making a failure of it.

One day Tom Ferguson, who had known Miss Mitvale in her halcyon days, passed her shop and, seeing her sign, went inside. He found her in tears. She told him the cause.

Now, Ferguson was in the advertising business and knew the difference between goods brought before the public and goods never heard of.

"Why don't you advertise?" he asked. "I haven't enough money to make a success of advertising. I have been told that one must not only have plenty of means with which to advertise, but must know how to advertise."

"How much money can you raise?" "I might furnish \$200, but if I spend it for advertising I shall have nothing left for other necessities."

"You are right in saying that one should know how to advertise, but you must make your goods known or go out of business. You can't pay rent and other expenses without selling hats, and you can't sell hats without people knowing that you've got hats to sell. I'll think over a scheme that will cost little money and produce considerable results. Cheer up, I'll see you again soon."

A few days later Adella received a note from Mr. Ferguson suggesting that she prepare a couple of the most beautiful hats she could make and let the style be something new. She went to work at once. The fashion for hats had been rather small. Miss Mitvale's artistic instincts told her that a large hat is the most impressive. She made a couple of hats a trifle larger in the brim than any that had ever been produced, adding trimmings and feathers in proportion. When they were finished, though they were very different, each was a dream of beauty. She wrote Mr. Ferguson a note announcing that they were ready. He immediately sent her an address to which he asked her to send them.

The hats were delivered, and Miss Mitvale waited for Mr. Ferguson to announce his advertising scheme. The next morning on taking up the paper her eye was attracted by a heading in large capitals as follows:

TURNED OUT OF A THEATRE.

Ladies When Requested to Remove Their Hats Refuse to Do So.

Last evening at the ——— theatre two ladies were sitting in a prominent box.

"What do you mean, sir?" asked one of the ladies angrily.

"I mean that I can't see through a decorated cart wheel."

"If you refer to my hat, sir," replied the lady, "I would have you know that it deserves no such appellation. Had you asked us politely to remove our hats we would have done so. As it is we will keep them on."

The man who couldn't see through a "decorated cart wheel" complained to the manager, who, going to the box occupied by the ladies, remonstrated. By this time they had become incensed and stubbornly refused to remove their hats. The manager then requested them to come into the foyer and when there ejected them from the theatre. A complaint for assault has been entered. The ladies asserting that force was used by the manager. Many ladies who object to being ordered to remove their hats at the theatres are interested in knowing how the case will be decided.

Miss Mitvale turned from this item to the advertisements to see what announcements her competitors were making. She came upon a conspicuous advertisement of her own, announcing hats of the latest fashion, just received from Paris. A note was appended which read:

The ladies seated last night from the theatre wore hats made on this model, which was copied from a hat worn by the queen of England on the occasion of a garden party given at Windsor castle and immediately came into fashion.

When Miss Mitvale went to her shop that morning she found several customers waiting for her. They had come early that they might get in order ahead of others for "decorated cart wheels" such as they had seen at the theatre this evening before. By 11 o'clock the shop was crowded, every woman insisting that her order should be executed at once.

While attempting to pacify them she

## Magazine Review

A Hospitality Hint.

When I expect a guest from a distance, I purchase a number of souvenir post-cards of our home town and after stamping them place them on the desk in the guest room where they can be addressed and sent back without any shopping being done by my guest.

From Woman's Home Companion for June.

A Supreme Court Fish Story.

The late Justice Brewer was with a party of New York friends on a fishing trip in the Adirondacks, and around the camp fire one evening the talk naturally ran on big fish. When it came his turn, the justice, uncertain as to how he was going to come out,

"We were fishing one time on the Grand Banks for—"

"Whales," somebody suggested.

"No," said the justice, "we were baiting with whales."—Everybody's Magazine.

How to Mark Linen With Ink.

"Do I mark my linen with a pencil?" said a young woman, as she proceeded to write her name on the goods with a well sharpened lead pencil. "I do, and I don't. Let me explain. I have found, from experience, that the ink often spreads on linen, leaving an unsightly mark," says Norwich Bulletin.

"Some one came to my rescue and told me if I first wrote the name in pencil and then traced it out with the ink I would have no further trouble on the score of the ink spreading. I followed the advice, and was so delighted with the result that I have continued the practice ever since."

The Children's Table Manners.

"After a long illness in the hospital, I returned home to find that my children's table manners had suffered a complete demoralization," says Woman's Home Companion for June. "They gobbed, used knives and fork indiscriminately, and always awkwardly, regarded their spoons as shovels and, in short, were perfect little savages."

"In order to remedy this quickly I started a series of 'company luncheons,' at which I was the hostess and the children the guests. I set the table as prettily as possible and made funny little place-cards. The children played up delightedly, took grown-up names and even washed their hands without a murmur. We made a set of simple rules: The guests who behaved perfectly received three pieces of candy; the guests who made only one mistake received one piece of candy; while any unfortunate guest who committed three breaches of table etiquette received no candy at all."

"Questions on table manners were in order at any time, to be answered by the hostess."

"I chose dishes for these luncheons which are not always easy to eat elegantly, and I was very happy to see

how quickly the children improved in table manners and other manners as well for our 'company luncheons' seemed to help general courtesy quite wonderfully. The best of it was that there was no nagging nor cross words. It was all good fun, and my four youngsters can now go anywhere and eat anything, and mother has the proud consciousness that they will always appear to good advantage."

Women's Hats Keep Men From Church.

Women's large hats were given as a new reason why men do not attend church by the Rev. H. C. Chipping, when he asked the women of his congregation to leave their hats at home when attending church services during the present summer. "I have had several complaints of late about the extremely large millinery worn by women," said the pastor, in introducing his unusual request. "The complaints have come from men, who say they cannot enjoy the services because they cannot see the preacher and the choir. I understand some of the men have gone so far as to stay away from church for that reason, and I am assured they will return if the objection is overcome. We don't want the men staying away from church. Our attendance of men has been excellent, and we wish to do all we can to increase it. For that reason I ask the women to leave their hats at home during the summer months."—Indianapolis Star.

An Exterminating Condition.

When John Corbett, the Chicago contractor and well-known Democratic politician, was associated with George W. Jackson in the construction of the various Chicago tunnels, he took a personal interest in his employees, particularly where the character of the work was dangerous.

During the construction of the subway, Mr. Corbett noticed two of his men—Jim Clancy and Mike Casey—constantly shifting a couple of cans of dynamite to another section of the tunnel.

"Here, boys, look here," warned Mr. Corbett, "you've got to be more careful with that dynamite. You're handling it like a bucket of mortar. Why, don't you know the last time there was a dynamite explosion here ten men were killed?"

"Shure, Mister Corbett," whispered Clancy. "Twink 'em so bad this time. There's only two av us."—Mack's National Monthly.

The Cost of Living in the Wealthiest City Per Capita in the United States.

In the department of "The Pilgrim Scrip" in the June American Magazine, there appears the following article upon "The Cost of Living":

"Tittusville, Pennsylvania, well known of the oil business, has nearly nine thousand inhabitants. Barring certain suburbs, it is probably the wealthiest city per capita in the United States. All the industries pay good wages or better, unskilled labor gets \$1.75 a day, the hours are right, and all the conditions of labor in shops and factories are up to a high standard. Thus Tittusville affords an unusually clean cut example of the working of our industrial system at its very best. It is a perfect miniature of civilization carried on under a beneficent industrial foundation."

"In short, if the civilization of Tittusville represented a correct theory, life would be almost inevitably clean, happy and prosperous."

"The local market reports, however (Tittusville Herald, Jan., 1904-Jan., 1910), shows as against five years ago, a rise of thirty per cent. In the cost of living. Real estate dealers tell me that rents have gone up ten to twelve per cent. I cannot find that there has been any significant advance in salaries and wages to offset this. Last November the children of the high school gave Thanksgiving dinner to ninety-eight families, averaging four persons to the family. Reckoning as I believe is usual, a voter and a half to the family, this represents eight per cent. of the voting strength of Tittusville. I do not say that there were actually one hundred and forty-seven voters on the list. There were not. But by the law of averages, a voter and a half to a family, is the established run."

"Here, then, is a community presenting, as far as I can see, every point of advantage that a sincerely benevolent and truly amiable industrial feudalism can furnish. Tittusville has great wealth, isolation, stability, industries, peace, thrift, peace, social charm, good temper and good morals. Can you beat it? Yet the fact is that salaries here in Tittusville do not enable one to take any interest in anything beyond merely holding a family together. We are now probably well along in the era of great prosperity that was promised us by the high authority some time ago; but in Tittusville, Pennsylvania, where every prospect pleases, the wages that up to five years ago bought a man a house, to-day barely buys his bread. The industries of Tittusville prosper, but meanwhile in probably our richest town, in certainly the best town in all Pennsylvania, socially and morally, that I have ever seen—and I have been in many—there are found ninety-eight families, comprising three hundred and ninety-two persons, who are glad to accept a Thanksgiving dinner from the children of the high school."

CHAFING

All Skin Irritation and Odors caused by Perspiration or Heat are speedily removed by

E. S. SYKES

Comfort

Powder

a skillfully medicated Toilet Powder which is more like ordinary Talcum Powder than cream or like skinned milk powder, being perfectly harmless to the delicate skin and possessing unequalled healing and soothing power.

Look for the name E. S. SYKES on every box. None genuine without it.

## FLOODS IN SERBIA

Many Lives Are Lost; Three Towns Inundated

MANY HOUSES COLLAPSE

As Waters Sweep Away Foundations, King Leaves for Scene of Disaster. Berlin Has Suffered Vast Damage from Cloudburst.

Belgrade, Serbia, June 15.—Floods following torrential rains have caused havoc in the valley of the Morava river. Thirty-five lives have been lost. The towns of Chupria, Jagodina and Svilainatz have been inundated. Water to the depth of from seven to ten feet has filled the streets. Many houses, undermined, have collapsed. King Peter and the minister of public works left for the scene yesterday. The Morava river, rising in the extreme southeast, flows in a north-northwesterly direction through the center of Serbia, joining the Danube near Semendria, on the northern boundary.

QUEER ANARCHIST REVENGE.

Soldier Trapped into Stealing Parts of Gun; Then Betrayed.

Cheerbourg, June 15.—A week ago, four heavy guns in the fortress here were found to be useless, owing to the disappearance of essential parts.

Now the mystery is solved. A soldier, named Beau, was arrested. He was denounced by an anarchist, who was detailed by a secret society in Rome to revenge Beau's denouncing some members of the society in 1907, when Beau was an active anarchist.

Boschini, the anarchist detailed for the work of trapping Beau, got work as a mason near the fortress where Beau was quartered. Boschini induced Beau to steal the sights and other parts of the guns. Then he denounced Beau.

OFF FOR SOUTH POLE.

British Antarctic Expedition Starts from Cardiff.

Cardiff, June 15.—The British Antarctic expedition, on the steamship Terra Nova, started from here yesterday for the south pole. Capt. Scott, the commander of the expedition, will board the ship when she arrives in New Zealand.

DOCTOR OF CIVIL LAW.

President Taft Receives Honor from Marietta College.

Marietta, Ohio, June 15.—A warm welcome was extended to President Taft when he arrived at Marietta at noon yesterday to attend the diamond jubilee celebration of the 75th anniversary of Marietta college. An official reception committee of 2,000 school children, carrying flags and flowers, extended the greetings of their city.

At 2 o'clock the president delivered an address in Muskingum park. Following this, he spoke at the college exercises in the Congregational church, and later, went to American Union lodge, No. 1, one of the oldest Masonic organizations in the country, to speak a few words.

The Marietta college authorities announced that the president would be awarded the honorary degree of doctor of civil law.

TO PASS STATEHOOD BILL.

Senate Leaders Assert That Favorable Action Is Assured.

Washington, June 15.—Senate leaders yesterday said that the passage of the statehood bill by the Senate at the present session was assured. It will not be taken up, however, until action is had upon the conference report on the postal savings banks bill. They do feel certain, however, that statehood legislation will emerge from conference.

ALLEGED MURDERER IN LONDON.

Express Claims Porter Chastize, Accused of Killing Wife, Is In City.

London, June 15.—The Express yesterday morning makes the assertion that Porter Chastize, whose wife's body was found in a trunk in Lake Como, Italy, last Friday, and for whom the Italian authorities are making a vigorous search, is in London. The newspaper, however, does not locate Chastize.

LOWER FOURTH-CLASS RATE.

The Postmaster General Appoints Committee to Consider Reduction.

Washington, June 15.—Postmaster General Hitchcock has appointed a special committee to investigate and report upon the feasibility of increasing the limit of weight of packages and reducing the rate of postage of fourth-class mail matter. The questions has been under general consideration for some time.

APPROVED BY SENATE.

Proposition for Completion of Reclamation Projects Acted Upon.

Washington, June 15.—The bill to authorize the issuance of certificates of indebtedness to the amount of \$50,000, to complete reclamation projects, was adopted yesterday by the Senate as a rider upon the pending administration land withdrawal bill.

Only Senators Burton, Gallinger and Keen voted against it.

MORE BODIES REMOVED.

Corpses Being Rapidly Taken from Ruins of Montreal Herald Building.

Montreal, Que., June 15.—Eight bodies were removed from the ruins of the Herald building yesterday, making the total number of bodies recovered 18. These have all been identified with the exception of two, both girls. The latest revised list of the missing makes a death list of 32.

## PHELPS TAKEN NEAR HIS HOME

Man Who Killed Sheriff Captured—Alive

IN WOODS BY D. M. SHEA

A Deputy Fish and Game Warden, Phelps Had Been Without Food Since Sunday Night—Cut and Bruised.

Monroe Bridge, June 15.—Silas Phelps, the slayer of Deputy Sheriff Emmett F. Haskins, was captured alive by D. M. Shea of Ware, deputy fish and game warden, near the outlaw's home yesterday afternoon.

Phelps had previously been surrounded. Deputy Shea volunteered to go into the thicket and capture the man, and, accompanied by two militiamen, he plunged into the woods in the direction of the spot where Phelps was believed to be hiding. The fugitive was soon discovered, and the deputy covered him with his revolver. Phelps, throwing both hands in the air and casting away his rifle, surrendered and staggering forward fell into the arms of one of the militiamen.

Phelps had been without food since Sunday night, and all the water he had had to drink was what he could find in puddles and strain through his hands. Chief, his body was a mass of cuts and bruises and his face had been so terribly scratched by the briars and brambles as to be almost unrecognizable.

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